



ASEAN SECRETARIAT

Request for Proposal

**Design, Printing, and
Microsite Maintenance Consultant
for The ASEAN Magazine Phase 4**

PROPOSAL MUST BE RECEIVED BY
Wednesday, 16 September 2026

DELIVER/MAIL PROPOSAL TO:

ASEAN Secretariat
Jl. Sisingamangaraja 70A
Jakarta 12110
Indonesia

Prepared by: ASCC Analysis Division
Date: August 2026

1 EXECUTIVE SUMMARY

The ASEAN Magazine provides analyses on issues affecting ASEAN and communicates this in an easy-to-understand manner, while maintaining high editorial standards. It also features programmes and achievements of the ASEAN Socio-Cultural Community (ASCC) pillar and the larger ASEAN Community. This contributes towards building better understanding on the work of ASEAN among people in the region and beyond.

The first issue of the magazine was released in May 2020, supported by ASEAN-India under the 2019-2021, 2021-2023, and 2024-2026 project cycles, and subsequent issues have been published regularly since then. The magazine is published online and has received positive feedback. It has also received high recognition within ASEAN.

For the 2026 – 2028 project cycle, the magazine will produce regular and special issues. Regular issues consist of 56-64 pages and feature both thematic and general sections, highlighting key issues facing the region as well as ASEAN projects and initiatives implemented in response. Special issues will be 40 pages long. It will focus on a specific issue of timely relevance or be produced to support a high-level ASEAN event.

For this purpose, the ASEAN Secretariat is seeking to appoint a vendor to (i) **design and layout 16** issues of The ASEAN Magazine, including social media pictures and reels; (ii) **assistance to upload and maintain** The ASEAN Magazine's microsite; and (iii) **print 16 issues** of The ASEAN Magazine. The issues to be layouted and printed will consist of 12 regular issues (56-64-page including covers) and 4 special issues (40-page including covers) over the course of the project.

2 BACKGROUND AND CURRENT STATUS

The ASEAN Magazine is an ongoing project of the ASEAN Socio-Cultural Community (ASCC) Pillar, supported by the ASEAN-India Fund. The project's purpose is to deepen the public's understanding of the impact of ASEAN's regional cooperation on people's lives and well-being. While initially designed to support the ASEAN Community Vision 2025, the project has evolved to support the implementation of the ASEAN Community Vision 2045. It also contributes to relevant priorities outlined in the Plan of Action to Implement the ASEAN-India Comprehensive Strategic Partnership (2026-2030).

Since the project's first phase, which commenced in 2020, the magazine has featured programmes and achievements of the ASEAN Socio-Cultural Community (ASCC) pillar and the larger ASEAN Community. This contributes towards building better understanding on the work of ASEAN among people in the region and beyond. The magazine is published in both hardcopies and digital softcopy. The project's fourth phase (2026-2028) will aim to reflect ASEAN's work not only in the ASCC, but across the ASEAN Political-Security and Economic Communities as well as ASEAN Connectivity.

3 SCOPE OF WORK

The detailed Scope of Work, including Project Overview and Project Requirements can be referred to the Annex A (Terms of Reference for Design, Printing, and Microsite Maintenance – The ASEAN Magazine (Phase 4)).

3.1 PROJECT OVERVIEW

The overall objective of The ASEAN Magazine is to contribute towards better understanding of ASEAN. The project is expected to strengthen public awareness of ASEAN and contribute to the development of a stronger ASEAN identity and sense of community among its people.

The vendor will be working closely with the ASEAN Secretariat's ASCC Analysis Division as the overseeing division and the project team (Editorial Project Team). The vendor shall work methodically to deliver and maintain high-quality standard of design for each issue of The ASEAN Magazine and provide the hardcopies in timely manner. The vendor is expected to design the overall layout and develop and/or provide illustrations, images, and infographics for the magazine, the magazine's cover if needed, and other aesthetic aspects, including the social media pictures and reels, upload to The ASEAN Magazine's microsite, in accordance with the theme of the magazine.

In addition, the vendor shall be responsible for the maintenance of The ASEAN Magazine's microsite, including updating website content, ensuring the functionality and security of the website and its plugins, conducting regular backups, troubleshooting technical issues, and implementing necessary updates to ensure the microsite remains accessible and up to date throughout the contract period.

3.1.1. Funding and payment scheme

The funding for the vendor shall be obtained from the ASEAN-India Fund. The funds will be released based on the following schedule:

No.	Upon Submission to the ASEAN Secretariat of the following work	Latest date of submission	Amount
1.	Softcopies and hardcopies of The ASEAN Magazine Issue 53,54,55,56	Upon concurrence of the ASEAN Secretariat, publication of the said issues, including the social media content and upload to The ASEAN Magazine's microsite, and delivery of the hardcopies	25%
2.	Softcopies and hardcopies of The ASEAN Magazine Issue 57,58,59,60	Upon concurrence of the ASEAN Secretariat, publication of the said issues, including the social media content and upload to The ASEAN Magazine's microsite, and delivery of the hardcopies	25%

3.	Softcopies and hardcopies of The ASEAN Magazine Issue 61,62,63,64	Upon concurrence of the ASEAN Secretariat, publication of the said issues, including the social media content and upload to The ASEAN Magazine's microsite, and delivery of the hardcopies	25%
4.	Softcopies and hardcopies of The ASEAN Magazine Issue 65,66,67,68	Upon concurrence of the ASEAN Secretariat, publication of the said issues, including the social media content and upload to The ASEAN Magazine's microsite, and delivery of the hardcopies	25%

3.1.2 Location

All meetings may take place at the ASEAN Secretariat in Jakarta or virtually. The vendor is also expected to be reachable through WhatsApp and Email for easier communication and coordination. The hardcopies shall be delivered to the ASEAN Secretariat office in Jakarta.

3.1.3 Intellectual Property Rights and Data Privacy

All outputs produced under this contract shall be the exclusive property of ASEAN.

The Service Provider agrees to protect the privacy and confidentiality of all organizational files and records, including usernames and passwords, which were made available or turned over by ASEAN to the Service Provider.

All communication (email, SMS, WhatsApp) containing usernames and passwords shall not be shared by the Service Provider and shall be deleted or disposed upon project completion.

3.2 PROJECT REQUIREMENTS

Designing The ASEAN Magazine

The vendor will be responsible to design and layout the **16 issues** of The ASEAN Magazine as indicated which will take place until the end of The ASEAN Magazine Phase 4. The theme of each issue will be informed to the vendor prior to the designing process. The 16 issues will consist of **12 regular issues** (56-64-page including covers) and **4 special issues** (40-page including covers). The vendor will also be responsible for transforming articles into engaging social media content, including visual designs and short-form video reels, as well as supporting the upload and publication of content on The ASEAN Magazine microsite.

Printing The ASEAN Magazine

The vendor will be responsible for printing 300 copies of each issue of The ASEAN Magazine. The issues to print will consist of 12 regular issues (56-64 pages including covers) and 4 special issues (40 pages including covers). The vendor shall submit dummies of the hardcopy and receive approval from the ASEAN Secretariat prior to commencing the printing.

Microsite maintenance

The vendor will be responsible for the maintenance of the microsite, including updating website content, ensuring the functionality and security of the website and its plugins, conducting regular backups, troubleshooting technical issues, and implementing necessary updates to ensure the microsite remains accessible and up to date throughout the contract period.

Vendor's Qualification:

The vendor can be an individual (s) or representative of a firm and should ideally meet the following criteria:

- a. Provide dedicated graphic designer(s) with at least 3 years of experience in print media, online media, and/or social media content development, including reels and other digital formats, with strong working proficiency in English. *Vendors to submit the CV of dedicated graphic design;*
- b. Possess a bachelor's degree in graphic design, Fine Arts, Visual Communication Design, or a related field; an advanced qualification would be an advantage. *Please provide a copy of the relevant certificate;*
- c. Experience in magazine design is required. Demonstrate design style that is minimalist and visually engaging, with ability to incorporate suitable illustration or stock photos as necessary in the design, allowing readers to focus on the content. Familiarity and understanding of ASEAN Publication is a plus. *Please provide a proposed layout for the ASEAN Magazine's article (as attached in Annex B) and refer to the Annex A – Terms of Reference for details on the specification for the proposed layout);*
- d. Ability to work methodically and meet tight deadline, with quick turnaround time. *Vendor to provide workplan or timetable with expected deliverables;*
- e. Demonstrate the ability to design infographics and social media content that are informative, easy to read, and visually engaging, enabling readers to quickly grasp and digest key information. *Please provide a proposed layout for The ASEAN magazine's social media content using the infographics provided in Annex C;*
- f. The vendor should demonstrate experience in printing coordination and production, as well as microsite maintenance and management. *Vendor to submit samples of relevant past projects completed/portfolio.*

The proposed indicative timeline of the project, which can be further discussed with the reporting parties, is specified as follows:

No.	Activities	Indicative Timeline
1.	Design and print 300 copies The ASEAN magazine Issue 53 including the social media content and upload to The ASEAN magazine's microsite.	Month 1*
2.	Design and print 300 copies The ASEAN magazine Issue 54 including the social media content and upload to The ASEAN magazine's microsite.	Month 2*
3.	Design and print 300 copies The ASEAN magazine Issue 55 (Special Issue) including the social media content and upload to The ASEAN magazine's microsite.	Month 4

4.	Design and print 300 copies The ASEAN Magazine Issue 56 including the social media content and upload to The ASEAN Magazine's microsite.	Month 6
5.	Design and print 300 copies The ASEAN Magazine Issue 57 (Special Issue) including the social media content and upload to The ASEAN Magazine's microsite.	Month 8
6.	Design and print 300 copies The ASEAN Magazine Issue 58 including the social media content and upload to The ASEAN Magazine's microsite.	Month 10
7.	Design and print 300 copies The ASEAN Magazine Issue 59 including the social media content and upload to The ASEAN Magazine's microsite.	Month 12
8.	Design and print 300 copies The ASEAN Magazine Issue 60 including the social media content and upload to The ASEAN Magazine's microsite.	Month 13
9.	Design and print 300 copies The ASEAN Magazine Issue 61 including the social media content and upload to The ASEAN Magazine's microsite.	Month 14*
10	Design and print 300 copies The ASEAN Magazine Issue 62 including the social media content and upload to The ASEAN Magazine's microsite.	Month 15*
11	Design and print 300 copies The ASEAN Magazine Issue 63 including the social media content and upload to The ASEAN Magazine's microsite.	Month 16
12	Design and print 300 copies The ASEAN Magazine Issue 64 including the social media content and upload to The ASEAN Magazine's microsite.	Month 18
13	Design and print 300 copies The ASEAN Magazine Issue 65 including the social media content and upload to The ASEAN Magazine's microsite.	Month 20
14	Design and print 300 copies The ASEAN Magazine Issue 66 including the social media content and upload to The ASEAN Magazine's microsite.	Month 22
15	Design and print 300 copies The ASEAN Magazine Issue 67 including the social media content and upload to The ASEAN Magazine's microsite.	Month 24
16	Design and print 300 copies The ASEAN Magazine Issue 68 including the social media content and upload to The ASEAN Magazine's microsite.	Month 24

* For yearly special issues every January and December

4 RFP REQUIREMENTS PROCESS

4.1 PROPOSAL SUBMISSION INSTRUCTION

- a. All proposals must be submitted in English.
- b. Vendors should not include any financial/cost data in the Technical Proposal, but only in the separate envelope titled Financial Proposal. Failure to adhere to this will lead to disqualification.
- c. The proposal should be concisely presented and structured, and should explain in detail the Vendor's availability, experience and resources to provide the requested services.
- d. Proposals must be submitted by the Closing Date and Time, as indicated in the RFP.
- e. Proposals that are incomplete or do not address the required criteria may not be considered in the review process.
- f. All communications with regard to this RFP shall be in writing and send to:

Procurement Unit
Administration and General Affairs Division
ASEAN Secretariat
Email : procurement@asean.org

4.2. CLOSING DATE AND TIME OF SUBMISSION OF PROPOSALS

All proposals must be submitted not later than **Wednesday, 16 September 2026** by following options:

4.2.1. HARDCOPY (preferable)

The Technical and Finance Proposals must be submitted separately in two different envelopes, in two sets i.e. original and a copy, to the following address:

Chair of Sub-Committee on Tender
Administration and General Affairs Division
The ASEAN Secretariat
JI Sisingamangaraja No.70A
Kebayoran Baru
Jakarta 12110
Indonesia

Compliance

In conformance to the ASEAN Secretariat's Financial and Administrative Rules and Procedures (AFARP), the vendor shall submit Tender Bids in two sealed envelopes as follows:

1) First Envelope (Technical Proposal):

- a. Technical Proposals (original and copy)

First Set, which shall consist, among others, of the technical specifications of the services to be procured; delivery schedule; manpower requirements; printed hardcopies of the duly filled Appendix 1 and 1a - Company General Information and Customer Reference; Appendix 2 – Technical Requirement and completed Compliance Checklist as per Appendix 4;

- b. Second Set, which shall consist, among others, the company profile; authority of signatory; business name registration issued by appropriate government agency (if any); taxpayer identification number (if any), valid business permit and other appropriate licenses (if any).

2) Second Envelope (Financial Proposal):

Financial Proposal (original and copy) which shall consist of among others the bid amount; payments schedule; etc; duly filled Appendix 3 – Price.

Any notices with respect to this RFP should also be mailed to the above contact and address.

All documents not submitted in English shall not be considered and quoted price in the hardcopy submission shall be in US Dollar for international bidders and IDR for local bidders.

The ASEAN Secretariat may, after the closing date, request additional information or clarification of tenders in writing.

4.2.2. SOFTCOPY

The Technical and Financial proposals shall be sent separately to the following email address:

Chair of Sub-Committee on Tender
Administration and General Affairs Division
Email: procurement@asean.org

Subject of the Email:

- Technical Proposal_Title of Tender_Name of Vendor
- Financial Proposal_Title of Tender_Name of Vendor

Compliance:

The softcopy of Technical and Financial proposals must be sent separately protected by a different password for each proposal in encrypted format at PDF/ZIP file.

1. Technical Proposals;

a. First set; which shall consist, among others, of the technical specifications of the services to be procured; delivery schedule; manpower requirements; printed hardcopies of the duly filled Appendix 1 and 1a - Company General Information and Customer Reference; Appendix 2 – Technical Requirement and Completed Compliance Checklist as per Appendix 4;

b. Second Set; which shall consist, among others, the company profile; authority of signatory; business name registration issued by appropriate government agency (if any); taxpayer identification number (if any), valid business permit and other appropriate licenses (if any).

2. Financial Proposal:

Financial Proposal which shall consist of among others the bid amount; payments schedule; etc; duly filled Appendix 3 – Price.

All documents not submitted in English shall not be considered and quoted price in the softcopy submission shall be in US Dollar for international bidders and IDR for local bidders.

3. Do not mention the password in body email.

4. Inform the password only when the procurement staff contacts you to request it.

4.3. RFP TERMS & CONDITIONS

4.3.1. Bid Expiration Date

Received tender proposals shall be valid until 30 November 2026

4.3.2. Implementation/Delivery Schedule

As stated in the Term of Reference

4.3.3 Pre-Bid Further Information

No Prebid.

The ASEAN Secretariat may, after the closing date, request additional information or clarification of tenders in writing.

Appendix 1
Company General Information
*To be submitted together in the **Technical Proposal***

Individual/Company LEGAL Name:			
Division or Subsidiary (if applicable):			
Individual/Company Address:			
City:			
Province / State:			
Country:			
Postal Code:			
Telephone:			
Business Name Registration:			
Tax Registration Number:			
Valid Business Permit:			
Company Contact:		Telephone no.:	
Title / Position:		Fax no.:	
E-Mail:			
Indicate number of years involved in similar business			
Are you a subsidiary of a financial institution? *If Yes, Please indicate your Holding Company			

Appendix 1a.
Customer Reference
*To be submitted together in the **Technical Proposal***

Customer Details	
Company name	
Company address	
Telephone number	
Fax number	
Contact name	
Email address	
Project title	

Customer Details	
Company name	
Company address	
Telephone number	
Fax number	
Contact name	
Email address	
Project title	

Customer Details	
Company name	
Company address	
Telephone number	
Fax number	
Contact name	
Email address	
Project Title	

APPENDIX 2
Technical Requirements
To be submitted in the Technical Proposal

No	Description	ASEC Requirements	Required Documents
1	Duration of Implementation	24 months	Vendor to comply
2	Project Output	a. Design and layout upcoming 16 issues of The ASEAN Magazine, which includes 12 regular issues and 4 special issues. b. Design social media content for each issue according to the social media content calendar given by the team (up to 10 contents per issue). c. Upload articles and content to The ASEAN Magazine's microsite. d. 300 hardcopies of each 16 issues of The ASEAN Magazine, with the following details: - 300 copies x 4 special issues (40 pages including cover) - 300 copies x 12 regular issues (56-64 pages including cover) e. Up to 3 dummies of each issue to be provided to ASEAN Secretariat before the final printing. The printing specification shall follow the requirements stated in Annex A.	Vendor to comply
3	Qualifications	a. Provide dedicated graphic designer(s) with at least 3 years of experience in print media, online media, and/or social media content development, including reels and other digital formats, with strong working proficiency in English.	Vendor to submit the CV(s) of dedicated graphic designers;

		b. Graphic designer(s) possess a bachelor's degree in graphic design, Fine Arts, Visual Communication Design, or a related field; an advanced qualification would be an advantage.	Vendor to provide a copy of the relevant certificate.
		c. Experience in magazine design is required. Demonstrate design style that is minimalist and visually engaging, with ability to incorporate suitable illustration or stock photos as necessary in the design, allowing readers to focus on the content. Familiarity and understanding of ASEAN Publication is a plus.	Vendor to provide a proposed layout for the ASEAN Magazine's article (as attached in Annex B) and refer to the Annex A – Terms of Reference for details on the specification for the proposed layout).
		d. Ability to work methodically and meet tight deadline, with quick turnaround time.	Vendor to provide workplan or timetable with expected deliverables.
		e. Demonstrate the ability to design infographics and social media content that are informative, easy to read, and visually engaging, enabling readers to quickly grasp and digest key information.	Vendor to provide a proposed layout for The ASEAN magazine's social media content using the infographics provided in Annex B.
		f. The vendor should demonstrate experience in printing coordination and production, as well as microsite maintenance and management.	Vendor to submit samples of relevant past projects completed/portfolio.

APPENDIX 3
Price
To be submitted in the Financial Proposal

No.	Description	Unit	Price IDR for local bidder and USD for international bidder)	Total Price IDR for local bidder and USD for international bidder)
1	Cost of designing The ASEAN Magazine with unlimited revisions and unlimited stock photos	16 issues		
3	Cost of designing social media content for each issue (up to 10 contents per issue)	160 contents		
4	Cost of uploading articles to The ASEAN Magazine's microsite	20 – 25 articles per issues indicatively		
5	Cost of commissioning cover illustrator	16 illustrations		
6	Cost of printing The ASEAN Magazine regular issues (56-64 pages including covers) with specification according to Annex A	12 issues		
7	Cost of printing The ASEAN Magazine special issues (40 pages including covers) with specification according to Annex A	4 issues		

TOTAL: _____

APPENDIX 4
Checklist for the Completeness of Documents Submitted

The checklist must be used to ensure that you have provided all documentations for the tender.
The checklist must be signed and included in both envelopes of your proposals.

I. General Requirements

No.	Description	Checklist
1	Proposals shall be prepared in English	
2	Proposals are submitted in two different envelopes (for hardcopy)	
3	The envelope must be sealed and labeled accordingly (hardcopy) i. Technical Proposal ii. Financial Proposal	
4	Title of the tender shall be put on each envelopes	

II. Technical Proposal

No.	Description	Checklist
1	Technical Specifications of the service refer to the proposal	
2	All required information has been addressed accordingly	
3	Schedule of delivery	
4	Manpower/consultant requirement	
5	List of vendor's equipment (if any)	
6	Customer Reference Customer testimonials on the similar project	
7	Company profile	
8	Copy Company Legal Documents, i.e. i. Business Name Registration ii. Valid Business Permit iii. Tax Identification Number	
9	One original signed copy (for hardcopy)	
10	One copy of technical proposal duplicate (for hardcopy)	
11.	Latest audited financial statement	
12	Authority of signatory	

III. Financial Proposal

No.	Description	Checklist
1	Offering is formulated in English	
2	Bid amount	
3	Payment schedule	
4	One original signed copy	
5	One copy of Financial Proposal Duplicate	

APPENDIX 5
Template for the Proposal Envelope
First Envelope – Technical Proposal

**Company Name &
Address**

Technical Proposal - Title of the Tender

Chair of Sub-Committee on Tender
Administration and General Affairs Division
The ASEAN Secretariat
Jl. Sisingamangaraja 70A
Jakarta 12110
Indonesia

Second Envelope – Financial Proposal

**Company Name &
Address**

Financial Proposal - Title of the Tender

**Chair of Sub-Committee on Tender
Administration and General Affairs Division
The ASEAN Secretariat
Jl. Sisingamangaraja 70A
Jakarta 12110
Indonesia**